21-40819



UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0076

Expires: May 31, 2002 Estimated average burden hours per response . . . 1

FORM D

SEC USE ONLY
Prefix Serial

PURSUANT TO REGULATION
SECTION 4(6), AND/OR
UNIFORM LIMITED OFFERING EX



RECEIVED

				0201	16864	
Name of Offering (check if Exclamation International Inco	his is an amendment and nam	e has changed, and in	dicate c.		· · · · · ·	
Filing Under (Check box(es) that	apply): □ Rule 504 □ F	Rule 505 🛮 Rule 5	506 □ S	ection 4(6)	□ ULOE	
Type of Filing: New Filing	g					
	A. BASI	C IDENTIFICATIO	N DATA			
1. Enter the information request	ed about the issuer					
Name of Issuer (check if the Exclamation International Inco		has changed, and indi	cate change	.)		
	'	10: 10: 1:	7: 0 1 1	T 1 1 27	1 /7 1 1:	
Address of Executive Offices 134 Peter Street, Suite 333, Toro	•	id Street, City, State, 2 ida	Zip Code)	(416) 596-63	umber (Including 370	g Area Code)
Address of Principal Business Op (if different from Executive Office	•	d Street, City, State, 2	Zip Code)	Telephone N	umber (Including	g Area Code)
Brief Description of Business In	ternet commerce involving th	e sale and exchange of	of loyalty pro	ogram currenc	ies	
Type of Business Organization		<u></u>			1	PROCESSED
☑ corporation	☐ limited partnership,	already formed		other (p	olease specify):	PROOFFORE
☐ business trust	☐ limited partnership,	to be formed				MAR 1 9 2002
		Month Yea	r			MAID . 2 FOOR
Actual or Estimated Date of Inco		0 1 9 9		X Actual	□ Estimated	THOMSON
Jurisdiction of Incorporation or C						FINANCIAL
	CN for Canada;	FN for other foreign	jurisdiction)		<u>C N</u>	

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1972(2-9

97) 198

BASIC IDENTIFICATION DATA

- 2. Enter the information requested for the following:
 - Each promoter of the issuer, if the issuer has been organized within the past five years;
 - Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
 - Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and

• Each general and ma	inaging partner of	partnership issuers.	· · · · · · · · · · · · · · · · · · ·		
Check Box(es) that Apply:	Promoter	Beneficial Owner	X Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first MacLean, T. Robert	, if individual)				
Business or Residence Add 90 Sherbourne Street, Suite					
Check Box(es) that Apply:	Promoter	Beneficial Owner	X Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, Barnard, Christopher J.D.	if individual)				
Business or Residence Add 20 MacPherson Avenue, To			Code)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	X Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Yuzpe, Stephen M.	if individual)				
Business or Residence Add 2008 Bathurst Street, Unit			Code)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	X Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Parkinson, Anne M.	if individual)				
Business or Residence Add 1177 Yonge Street, Apartm					
Check Box(es) that Apply:	Promoter	X Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, Lavine, Marc B.	if individual)				
Business or Residence Add 66 Lowther Avenue, Toron			Code)		
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, Kranias, Jim W.	if individual)				
Business or Residence Add 87A Coleherne Court, Old					
Check Box(es) that Apply:	Promoter	Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, Carty, Doug	if individual)				
Business or Residence Add 85 Drake Smith Lane, Rye,			Code)		

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

Check Box(es) that Apply: Pro	moter Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, if individual McCutcheon, Grant	dual)			
Business or Residence Address (Nur 70 York Street, Suite 1500, Toronto,		Code)		
Check Box(es) that Apply: Prop	moter Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, if individed orr, John D.	dual)			
Business or Residence Address (Nur BCE Place, 8th Floor, 161 Bay Street				
Check Box(es) that Apply: Pro	moter Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, if individent Thompson, John	dual)			
Business or Residence Address (Num One University Avenue, Suite 601, 7				
Check Box(es) that Apply: Pro	moter Beneficial Owner	Executive Officer	X Director	General and/or Managing Partner
Full Name (Last name first, if individual Fleming, Rowland	dual)			
Business or Residence Address (Nun 30-1405 Lorne Park Road, Mississau		Code)		
Check Box(es) that Apply: X Pro	moter Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individual Schmeichel, Ron	dual) 			
Business or Residence Address (Nun 74 Fallingbrook Drive, Toronto, Ont		Code)		
Check Box(es) that Apply: Pror	noter Beneficial Owner	X Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individual Vandaele, Christine	dual)			
Business or Residence Address (Nun 801 Bay Street, Suite 1908, Toronto,		Code)		
Check Box(es) that Apply: Pror	moter Beneficial Owner	X Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individed Higbee-Clarkin, Darlene	lual)			
Business or Residence Address (Nun 801 Bay Street, Suite 1603, Toronto,		Code)		
Check Box(es) that Apply: Pror	noter Beneficial Owner	X Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, if individed Ogden, Steve	lual)			
Business or Residence Address (Nun 5 Rosehill Avenue, #503, Toronto, C		Code)		

Check Box(es) that Apply:	Promoter	Beneficial Owner	X Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Philip, Jerry	if individual)				
Business or Residence Add 237 Mississaga Street, Oak			Code)		
Check Box(es) that Apply:	X Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Hopkins, Dean	if individual)				
Business or Residence Add 267 Richmond Street West,			Code)		
Check Box(es) that Apply:	X Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Lobo, Ingrid	if individual)				
Business or Residence Add 49 Wellington Street East, 3					
Check Box(es) that Apply:	X Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, Jones, Gable & Company L				-	
Business or Residence Add 110 Yonge Street, Suite 600			Code)		
Check Box(es) that Apply:	X Promoter	Beneficial Owner	Executive Officer	Director	General and/or Managing Partner
Full Name (Last name first, BMO Nesbitt Burns	if individual)				
Business or Residence Addr 1 First Canadian Place, Tord	*		Code)		

B. INFORMATION ABOUT OFFERING	
Yes 1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?	No X
Answer also in Appendix, Column 2, if filing under ULOE.	
2. What is the minimum investment that will be accepted from any individual?	$0,000^{1}$
Yes	No
3. Does the offering permit joint ownership of a single unit?	
4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associate or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more that persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.	d person
Full Name (Last name first, if individual)	
Business or Residence Address (Number and Street, City, State, Zip Code)	
	·
Name of Associated Broker or Dealer	
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)	States
[AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID]	
[IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA]	
[RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR] Full Name (Last name first, if individual)	
· · · · · · · · · · · · · · · · · · ·	
Business or Residence Address (Number and Street, City, State, Zip Code)	
Name of Associated Broker or Dealer	
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)	States
[AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID]	
[IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA]	
[RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR] Full Name (Last name first, if individual)	
Business or Residence Address (Number and Street, City, State, Zip Code)	
Name of Associated Broker or Dealer	
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)	tates
[AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA] [RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR]	

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

All dollar amounts are converted from Canadian currency at the exchange rate of U.S. \$1.00 = Cdn.\$1.5916 (Cdn. \$1.00 = U.S.\$0.6283), as reported by *The Wall Street Journal* on February 13, 2002.

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1. Enter the aggregate offering price of securities included in this offering and the total amount already sold.

•	Type of Security	Aggregate Offering Price	Amount Already Sold
	Debt	\$N/A	\$N/A
	Equity	\$74,611	\$-0
	Convertible Securities (including warrants)	<u>\$N/A</u>	\$N/A
	Partnership Interests	<u>\$N/A</u>	<u>\$N/A</u>
	Other (Specify)	<u>\$N/A</u>	<u>\$N/A</u>
	Total	\$74,611	\$-0-
	Answer also in Appendix, Column 3, if filing under ULOE.		
j	and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number persons who have purchased securities and the aggregate dollar amount of their purchases on the total line Enter "0" if answer is "none" or "zero."		Aggregate Dollar Amount of Purchases
	Accredited Investors	2	\$74,611
	Non-Accredited Investors		\$-0
	Total (for filings under Rule 504 only)	<u>N/A</u>	\$N/A
	Answer also in Appendix, Column 4, if filing under ULOE.		
1	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities so by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale securities in this offering. Classify securities by type listed in Part C - Question 1.		Dollar Amount
	Type of offering	Security	Sold
	Rule 505	N/A	\$N/A
			UI WA
	Regulation A	N/A	\$N/A
	Regulation A	N/A N/A	
			\$N/A
t	Rule 504	N/A N/A	\$N/A \$N/A
t	Rule 504	N/A N/A	\$N/A \$N/A
t	Rule 504	N/A N/A	\$N/A \$N/A \$N/A
t	Rule 504 Total a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities this offering. Exclude amounts relating solely to organization expenses of the issuer. The information make given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimated check the box to the left of the estimate. Transfer Agent's Fees	N/A N/A	\$N/A \$N/A \$N/A
t	Rule 504 Total Total a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities this offering. Exclude amounts relating solely to organization expenses of the issuer. The information make given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. Transfer Agent's Fees Printing and Engraving Costs	N/A N/A in ay te	\$N/A \$N/A \$N/A
t	Rule 504 Total a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities this offering. Exclude amounts relating solely to organization expenses of the issuer. The information make given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. Transfer Agent's Fees Printing and Engraving Costs Legal Fees Accounting Fees	N/A N/A in ay te	\$N/A \$N/A \$N/A \$N/A
t	Rule 504 Total a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities this offering. Exclude amounts relating solely to organization expenses of the issuer. The information make given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimated check the box to the left of the estimate. Transfer Agent's Fees Printing and Engraving Costs Legal Fees Accounting Fees Engineering Fees	N/A N/A in ay te	\$N/A \$N/A \$N/A \$N/A \$\text{\$\sigma\$} \text{\$\sigma\$} \text
t	Rule 504 Total a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities this offering. Exclude amounts relating solely to organization expenses of the issuer. The information make given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. Transfer Agent's Fees Printing and Engraving Costs Legal Fees Accounting Fees	N/A N/A in ay te	\$N/A \$N/A \$N/A \$N/A \$SN/A

C. OFFERING PRICE,	NUMBER OF INVESTORS, EXPENSES AND USE	OF PROCEEDS	-
and estal expenses furnished in response to Part	ffering price given in response to Part C - Question 1 C - Question 4.a. This difference is the "adjusted		<u>\$69,421</u>
of the purposes shown. If the amount for any o	proceeds to the issuer used or proposed to be used for eurpose is not known, furnish an estimate and check the liments listed must equal the adjusted gross proceeds to 4.b above.	XÓd	
		Payments to Officers, Directors, & Affiliates	Payments to Others
Salaries and fres		□ <u>\$-0-</u>	X \$16,248
		□ <u>\$</u> -0-	□ \$- 0-
	rachinery and equipment	□ \$-0-	X \$17.547
-	facilities	□ s -0-	□ <u>s-o-</u>
Acquisition of other businesses (including the	value of securities involved in this offering that may of another issuer pursuant to a merger)	□ <u>\$-0-</u>	□ <u>\$-0-</u>
Repayment of indebtedness	.,,	□ <u>\$-0-</u>	□ <u>\$-</u> 0
Working capital		□ <u>\$-0-</u>	X <u>\$35,626</u>
	***************************************	[] <u>\$-0-</u>	□ <u>s-o-</u>
Column Totals	,	□ <u>s-n-</u>	X <u>\$69,421</u>
Total Payments Listed (column totals added).		⊠ <u>s6</u>	9,421
	D. FEDERAL SIGNATURE	() () () () () () () () () ()	1
signature constitutes an undertaking by the issue	ed by the undersigned duly authorized person. If this not to furnish to the U.S. Securities and Exchange Commit coredited investor pursuant to paragraph (b)(2) of Rule:	ission, upon written	
Issuer (Print or Type) Exclamation International Incorporated	Signature	Date	B. 15,2002
Name of Signer (Print or Type) Stephen Yuzpe	Title of Signer (Print or Type) Chief Financial Officer		

ATTENTION

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001)

		E. STATE SIGNATURE		<u> </u>	
1.		sently subject to any of the disqualification provisions	-	Yes □	No X
		See Appendix, Column 5, for state response.			
2.	The undersigned issuer hereby undertakes to f 239.500) at such times as required by state law	ırnish to any state administrator of any state in which thi	s notice is filed, a notice on	ı Form	D (17 CFR
3.	The undersigned issuer hereby undertakes to fi	unish to the state administrators, upon written request, in	iformation furnished by the	issuer	to offerces.
4.		er is familiar with the conditions that must be satisfied to ofice is filed and understands that the issuer claiming the a satisfied.			
	e issuer has read this notification and knows the thorized person.	contents to be true and has duly caused this notice to be	signed on its behalf by the	e under	signed duly
	ssuer (Print or Type) Exclamation International Incorporated	Signature	Date	15,	2002
	lame (Print or Type) tephen Yuzpe	Title (Print or Type) Chief Financial Officer			

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDIX

1	2	<u> </u>	3		4					
	Intend to non-ac investors (Part B-	to sell ccredited in State	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)			5 Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)		
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No	
AL										
AK										
AZ								<u></u>		
AR]				 .		
CA										
СО			· · · · · · · · · · · · · · · · · · ·							
CT						<u></u>				
DE										
DC			1	-						
FL							-		,,,	
GA										
HI										
ID										
IL										
IN										
IA				-						
KS										
KY										
LA										
ME								_		
MD										
MA										
MI										
MN										

APPENDIX

1	2	<u> </u>	3			4	-		5
1	Intend to non-ac investors (Part B-	to sell credited in State	Type of security and aggregate offering price offered in state (Part C-Item 1)	Type of investor and amount purchased in State (Part C-Item 2)			Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)		
				Number of Accredited		Number of Non-Accredited			
State	Yes	No		Investors	Amount	Investors	Amount	Yes	No
MS MO									
MT									
NE									
NV						·			!
NH									
NJ									
NM NY					-				
NC									
ND									
ОН				-					
ОК									
OR	. :			-					
PA		X	Common Shares \$74,611	2	\$74,611	-0-	-0-	··· <u> </u>	X
RI		ì							
SC					-				
SD									
TN			,				-		
TX									
UT									
VT									
VA									
WA			,						
WV									
WI									
WY									
PR									